

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Currently Amended) A method for displaying  
[[an]] a customized advertisement on a display in an electronic  
~~program guide (EPG) comprising the steps of:~~  
storing, local to a user equipment, viewer  
profile television schedule information in a database;  
receiving an advertisement, the advertisement  
including primary advertisement information;  
~~retrieving a first subset of the stored~~  
~~television schedule information from the database;~~  
determining, based on the received advertisement  
and the viewer profile information, supplemental advertisement  
information;  
customizing, local to [[at]] the user equipment,  
~~a portion of the received advertisement information to include~~  
the supplemental advertisement information the retrieved first  
~~subset of the stored television schedule information to form a~~  
customized advertisement;  
~~displaying, in a schedule guide region of a~~  
~~screen, a plurality of television schedule listings comprising a~~  
~~second subset of the stored television schedule information,~~  
~~wherein the second subset of stored television schedule~~  
~~information is different than the first subset of stored~~  
~~television schedule information; and~~

displaying the customized advertisement on the display, wherein the displayed customized advertisement includes both the primary and the supplemental advertisement information in a region of the screen outside the schedule guide region.

2. (Currently Amended) The method of claim 1, wherein the receiving, determining, customizing, and ~~both~~ displaying steps are performed in substantially real time.

3. (Original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a future television program.

4. (Original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a currently telecast television program.

5. (Original) The method of claim 1, wherein the receiving step comprises receiving promotional information about one or more of a product and a service.

6. (Currently Amended) The method of claim 1, wherein the storing step comprises storing favorite channel information ~~a program description~~ and the customizing step comprises combining a portion of the received advertisement ~~information~~ with the stored favorite channel information ~~program description~~.

7. (Currently Amended) The method of claim 1, wherein the storing step comprises storing favorite program information ~~a program telecast time~~ and the customizing step comprises combining a portion of the received advertisement ~~information~~ with the stored favorite program information ~~program telecast time~~.

8. (Currently Amended) The method of claim 1, wherein the storing step comprises storing a web site address and the customizing step comprises combining a portion of the received advertisement ~~information~~ with the stored web site address.

9. (Currently Amended) The method of claim 1, wherein the storing step comprises storing information related to a geographical location and the customizing step comprises combining a portion of the received advertisement ~~information~~ with the information related to a geographical location.

10. (Currently Amended) The method of claim 1, wherein the storing step comprises storing information related to a television viewer and the customizing step comprises combining a portion of the received advertisement ~~information~~ with the information related to a television viewer.

11. (Currently Amended) The method of claim 1, wherein the storing step comprises storing information related to rotating advertisement information in ~~[[the]]~~ an EPG and the customizing step comprises combining a portion of the received

advertisement ~~information~~ with the information related to rotating advertisement information.

12. (Currently Amended) The method of claim 11 further comprising displaying the advertisement information in [[the]] an EPG based on the rotating information.

13. (Original) The method of claim 3, wherein the promotional information is a video preview related to the future television program.

14. (Previously Presented) The method of claim 5, wherein the promotional information is a video preview related to the one or more of the product and the service.

15. (Previously Presented) The method of claim 1 further comprising the steps of selecting the customized advertisement using a pointing device and activating a function related to the selected advertisement.

16. (Previously Presented) The method of claim 15, wherein the step of activating a function comprises linking to a web site based on an address related to the selected advertisement and displaying information from the web site.

17. (Previously Presented) The method of claim 15, wherein the step of activating a function comprises displaying information related to the selected advertisement.

18. (Original) The method of claim 15, wherein the step of activating a function comprises scheduling a future television program for recording.

19. (Original) The method of claim 15, wherein the step of activating a function comprises tuning to a currently telecast television program.

20. (Currently Amended) A method for displaying a customized ~~customizing an~~ advertisement on a display in an ~~electronic program guide (EPG)~~ comprising the steps of:

storing, local to a user equipment, viewer profile ~~television schedule~~ information in a first database;

storing an advertisement ~~information~~ in a second database, the advertisement including primary advertisement information;

retrieving the advertisement ~~a first subset of~~ the ~~stored television schedule information~~ from the second ~~first~~ database;

determining, based on the retrieved advertisement and the viewer profile information, supplemental advertisement information;

overlaying, local to ~~[[at]]~~ the user equipment, ~~the retrieved first subset of the television schedule information~~ the supplemental advertisement information onto a ~~portion of the retrieved advertisement information from the second database~~ to form a customized advertisement;

~~displaying, in a schedule guide region of a screen, a plurality of television schedule listings comprising a~~

~~second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different than the first subset of television schedule information, and~~

displaying the customized advertisement on the display, wherein the customized advertisement includes both the primary advertisement information and the overlaid supplemental advertisement information in a region of the screen that is  
~~outside the schedule guide region.~~

21. (Currently Amended) The method of claim 20, wherein the storing advertisement ~~information~~ step comprises storing promotional information about a future television program.

22. (Currently Amended) The method of claim 20, wherein the storing advertisement ~~information~~ step comprises storing promotional information about a currently telecast television program.

23. (Currently Amended) The method of claim 20, wherein the storing advertisement ~~information~~ step comprises storing promotional information about one or more of a product and a service.

24. (Currently Amended) The method of claim 20, wherein the storing viewer profile ~~schedule~~ information step comprises storing favorite channel information ~~a program description~~ and the overlaying step comprises overlaying the

stored favorite channel information ~~program description~~ onto a portion of the stored advertisement ~~information~~.

25. (Currently Amended) The method of claim 20, wherein the storing viewer profile ~~schedule~~ information step comprises storing favorite [[a]] program information ~~telecast time~~ and the overlaying step comprises overlaying the stored favorite program information ~~telecast time~~ onto a portion of the stored advertisement ~~information~~.

26. (Currently Amended) The method of claim 20, wherein the storing viewer profile ~~schedule~~ information step comprises storing a web site address and the overlaying step comprises overlaying the stored web site address onto a portion of the stored advertisement ~~information~~.

27-30. (Cancelled)

31. (Original) The method of claim 21, wherein the promotional information is a video preview related to the future television program.

32. (Previously Presented) The method of claim 23, wherein the promotional information is a video preview related to the one or more of the product and the service.

33. (Previously Presented) The method of claim 20 further comprising the steps of selecting the displayed

customized advertisement using a pointing device and activating a function related to the selected advertisement.

34. (Original) The method of claim 33, wherein the step of activating a function comprises linking to a web site based on an address related to the selected advertisement and displaying more information from the web site.

35. (Previously Presented) The method of claim 33, wherein the step of activating a function comprises displaying information related to the selected advertisement.

36. (Original) The method of claim 33, wherein the step of activating a function comprises displaying a video preview related to the selected advertisement.

37. (Original) The method of claim 33, wherein the step of activating a function comprises scheduling a future television program for recording.

38. (Original) The method of claim 33, wherein the step of activating a function comprises tuning to a currently telecast television program.

39. (Currently Amended) A ~~An interactive electronic program guide (EPG)~~ system for displaying customized advertisements comprising:

a first database, local to a user equipment, for storing viewer profile ~~television schedule~~ information;



a second database for storing an advertisement,  
the advertisement including primary advertisement information;  
a processor configured to:

retrieve the stored advertisement from the  
second database;

determine, wherein a portion of based on the  
retrieved advertisement and the stored viewer profile  
information stored in the second database is customized,  
supplemental at the user equipment, to include a first subset of  
the television schedule advertisement information; and

customize, local to the user equipment, the  
retrieved advertisement to include the supplemental  
advertisement information retrieved from the first database to  
form a customized advertisement; and

a display screen configured to:

display, in a schedule guide region of the  
screen, a plurality of television schedule listings comprising a  
second subset of the stored television schedule information,  
wherein the second subset of stored television schedule  
information and the first subset of stored television schedule  
information are different; and display, in a region of the  
screen outside the schedule guide region, the customized  
advertisement, wherein the displayed customized advertisement  
includes both the primary and the supplemental advertisement  
information.

40. (Currently Amended) The system [[EPG]] of claim 39, wherein the advertisement information is promotional information about a future television program.

41. (Currently Amended) The system [[EPG]] of claim 39, wherein the advertisement information is promotional information about a currently telecast television program.

42. (Currently Amended) The system [[EPG]] of claim 39, wherein the advertisement information is promotional information about one or more of a product and a service.

43. (Currently Amended) The system [[EPG]] of claim 39, wherein the first database includes a program description for combining a portion of the advertisement information with the stored program description.

44. (Currently Amended) The system [[EPG]] of claim 39, wherein the first database includes favorite channel information ~~a program telecast time~~ for combining with a portion of the stored ~~advertisement information with the stored program telecast time~~.

45. (Currently Amended) The system [[EPG]] of claim 39, wherein the first database includes a web site address for combining with a portion of the stored ~~advertisement information with the stored web site address~~.

46. (Currently Amended) The system [[EPG]] of claim 39, wherein the first database includes geographical location data for combining with a portion of the stored ~~advertisement information with the stored geographical location data~~.

47. (Currently Amended) The system [[EPG]] of claim 39, wherein the first database includes information related to a television viewer for combining with a portion of the stored advertisement ~~information with the information related to a television viewer.~~

48. (Currently Amended) The system [[EPG]] of claim 39, wherein the first database includes information related to rotating advertisement information in an [[the]] EPG for combining with a portion of the advertisement ~~information with the information related to rotating advertisement information.~~

49. (Currently Amended) The system [[EPG]] of claim 40, wherein the promotional information is a video preview related to the future television program.

50. (Currently Amended) The system [[EPG]] of claim 42, wherein the promotional information is a video preview related to the one or more of a product and a service.

51. (Currently Amended) The system [[EPG]] of claim 39 further comprising an input device for selecting the displayed customized advertisement and activating a function related to the selected advertisement.

52. (Currently Amended) The system [[EPG]] of claim 51, wherein the input device activates a function to link to a

web site based on an address related to the selected advertisement.

53. (Currently Amended) The system [[EPG]] of claim 51, wherein the input device activates a function to display detailed information related to the selected advertisement.

54. (Currently Amended) The system [[EPG]] of claim 51, wherein the input device activates a function to schedule a future television program for recording.

55. (Currently Amended) The system [[EPG]] of claim 51, wherein the input device activates a function to tune to a currently telecast television program.

56. (Currently Amended) The system [[EPG]] of claim 51, wherein the input device activates a function to display a video preview related to the selected advertisement.

57. (Currently Amended) A computer readable medium having stored thereon a set of instructions including ~~instruction~~ instructions for displaying [[an]] a customized advertisement on a display in an electronic program guide (EPG), the instructions, when executed by a microprocessor, ~~cause~~ causing the microprocessor to perform the steps of:  
storing ~~television schedule~~ viewer profile information in a database, the database local to a user equipment;

receiving an advertisement, the advertisement  
including primary advertisement information;

determining, based on the received advertisement  
and the viewer profile information, supplemental advertisement  
information;

customizing, local to ~~[[at]]~~ the user equipment,  
~~a portion of the received advertisement information~~ to include  
the supplemental advertisement information ~~a first subset of the~~  
~~stored television schedule information retrieved from the~~  
database to form a customized advertisement;

~~displaying, in a schedule guide region of a~~  
~~screen, a plurality of television schedule listings comprising a~~  
~~second subset of the stored television schedule information,~~  
~~wherein the second subset of stored television schedule~~  
~~information is different from the first subset of stored~~  
~~television schedule information; and~~

displaying the customized advertisement on the  
display, wherein the displayed customized advertisement includes  
both the primary and the supplemental advertisement information  
~~in a area of the screen that is outside the schedule guide~~  
~~region.~~

58. (Currently Amended) A computer readable medium  
having stored thereon a set of instructions including  
instructions ~~instruction~~ for displaying a customized ~~customizing~~  
~~an advertisement~~ on a display ~~in an electronic program guide~~  
~~(EPG)~~, the instructions, when executed by a microprocessor,  
causing ~~cause~~ the microprocessor to perform the steps of:

storing viewer profile ~~television schedule~~

information in a first database, the first database local to a user equipment;

storing an advertisement information in a second database, the advertisement including primary advertisement information;

determining, based on the advertisement and the viewer profile information, supplemental advertisement information;

overlaying, local to the at-a user equipment, the supplemental advertisement information a first subset of the television schedule information retrieved from the first database onto a portion of the advertisement information from the second database to form a customized advertisement;

displaying, in a schedule guide region of a screen, a plurality of television schedule listings comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different from the first subset of stored television schedule information; and

displaying the customized advertisement on the display, wherein the customized advertisement includes both the primary advertisement information and the overlaid supplemental advertisement information in a area of the screen that is outside the schedule guide region.

59. (Cancelled)

60. (Currently Amended) The method of claim 1 wherein customizing ~~a portion of~~ the received advertisement ~~information~~

~~to include a first subset of the stored television schedule information~~ comprises replacing a text portion of the received advertisement ~~information~~ with a text portion of the stored television schedule supplemental advertisement information.

61. (Currently Amended) The method of claim 1 wherein customizing ~~a portion of the received advertisement information~~ ~~to include a first subset of the stored television schedule information~~ comprises replacing a graphic portion of the received advertisement ~~information~~ with a graphic portion of the stored television schedule supplemental advertisement information.

62. (New) The method of claim 1, wherein the customized advertisement is displayed on a first portion of the display and television schedule information is displayed on a second, non-overlapping, portion of the display.

63. (New) The method of claim 1, wherein the customized advertisement is displayed on a first portion of the display and a video is displayed on a second, non-overlapping, portion of the display.

64. (New) The method of claim 1, wherein the primary advertisement information is displayed on a first portion of the display, and the supplemental advertisement information is displayed on a second, non-overlapping, portion of the display.

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65. (New) The method of claim 1, wherein the primary advertisement information is displayed on a first portion of the display, and the supplemental advertisement information is displayed on a second portion of the display, wherein the second portion of the display overlaps at least partially with the first portion of the display.